

## Light-Duty Vehicle Fuel Economy

**Payoff** = The potential of the niche/opportunity to advance fuel economy and displace petroleum use.

**Likelihood** = The likelihood of success in realizing the potential payoff of this niche/opportunity.

**CC Impact** = The ability of Clean Cities to have a significant impact in this niche/opportunity.

1 = **Low** – has little potential payoff / there is a low likelihood of success / CC has little ability to impact.

2 = **Moderate** – has moderate potential payoff / there is a moderate likelihood of success / CC has some ability to impact.

3 = **High** – has high potential payoff / there is a high likelihood of success / CC has significant ability to impact.

Please Rank Niches from 1 to 6, with 1 being the top rank, 6 the bottom.

	Payoff Rating	Likelihood Rating	CC Impact Rating	Overall Rank
<b>Niche/Opportunity Areas</b>				
• <b>Advanced Automotive Technologies (Fuel-Saving Driving and Maintenance Tips for Advanced Vehicles)</b>	1 2 3	1 2 3	1 2 3	_____
• <b>Consumer Access via Mobile Devices (“Responsive Design” and Mobile Applications)</b>	1 2 3	1 2 3	1 2 3	_____
• <b>Consumer Uncertainty About Official MPG Estimates (“Personalized” MPG Estimates)</b>	1 2 3	1 2 3	1 2 3	_____
• <b>Expanded Outreach (FE Tool Kit/Ad Council Campaign)</b>	1 2 3	1 2 3	1 2 3	_____
• <b>Periods of Low Gasoline Prices (“Expected” Fuel Prices Over Vehicle Lifetime)</b>	1 2 3	1 2 3	1 2 3	_____
• <b>Used Vehicle Market (Provide 1984-Current EPA Data and Used Car MPG Label to Auto Dealers and On-Line Car Sites)</b>	1 2 3	1 2 3	1 2 3	_____
<b>Additional Niche/Opportunity Areas</b>				
•	1 2 3	1 2 3	1 2 3	_____
•	1 2 3	1 2 3	1 2 3	_____

**Please indicate your affiliation—Check all that apply**

<input type="checkbox"/> Auto Maker/Engine Manufacturer	<input type="checkbox"/> Fuel Provider	<input type="checkbox"/> Charging Service Provider
<input type="checkbox"/> Utility	<input type="checkbox"/> End User (Fleet)	<input type="checkbox"/> Industry Association
<input type="checkbox"/> Clean Cities Coordinator	<input type="checkbox"/> State & Local Government	<input type="checkbox"/> Academic Institution/University
<input type="checkbox"/> Equipment Manufacturer	<input type="checkbox"/> NGO	<input type="checkbox"/> Clean Cities Stakeholder
<input type="checkbox"/> Other: _____		

Name (optional): \_\_\_\_\_

**Niche/Opportunity Area you are rating:** \_\_\_\_\_

Below are four activities by which Clean Cities may impact this niche/opportunity area.

For the National Clean Cities' activities that you think are **most important** to impacting this area, please indicate the objective that the activity needs to accomplish in this area and the stakeholders who most need to collaborate on that activity.

**Partnerships & Collaborations:** *What actions of Clean Cities, industry, local coalitions, local government, etc. are needed to create and support partnerships and collaborations that facilitate technology deployment?*

**Outreach & Information Sharing:** *This includes technology marketing and integrated educational/communication efforts that are used for promotion, as well as, any other tools specifically designed to serve as an information or reference source.*

**Training:** *This includes the technical and safety training that Clean Cities provides or supports to help advance deployment in this area.*

**Technical Support:** *This includes technical support (certification, codes & standards assistance) and deployment support for advancing alternative vehicle, advanced vehicle technologies, and petroleum reduction practices in the early or mid-commercialization stages.*

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**What role should the local Clean Cities Coalitions play in advancing this niche/opportunity area?**

Name (optional): \_\_\_\_\_

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**Technical Support:** *This includes technical support (certification, codes & standards assistance) and deployment support for advancing alternative vehicle and fuel technologies in the early or mid-commercialization stages.*

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